

MESSAGE CONFIRMATION

DATE OF RECEIPT

11/10/1967 1

DATE	TIME	FROM	TO	PAGES	REMARKS
11/10	10:10	101	101	1	

51847 1385



G. N. Kuruc, Jr.
Key Account Manager
400 Raritan Center
Edison, N. J. 08837
908-225-4774
Voice Mail 43778

FAXED
March 29, 1996

Mr. Philip Baseil
Quick Chek Food Stores
Box 600- Old Highway
Whitehouse Station, N. J. 08889

Dear Phil:

During our last appointment I left with you sample RJR Direct Mail postcards for Convenience Chains that have featured low carton pricing. Below is additional information regarding the Direct Mail Program and its benefit to Quick Chek:

- At the present time we have 46,000 Full Price consumers names and 6,000 Savings Brand consumers names in our data base covering all Quick Chek zip codes.
- These names are all smokers who have consented to receive offers by mail and have verified their age (birth date) by signature.
- Cost of the postcard direct mail program is approximately \$.24 per unit. This includes all costs including mailing. A mailing covering Full Price consumers would cost about \$ 11,040, and can be funded using the match portion of the Partners Retail Accrual Program.

Our recommendation for maximum effectiveness would be to implement the mailing about 6 weeks after the Billboard Program begins. Initial awareness of your new price strategy would be created by billboards, targeted awareness would be created by our direct mail.

K. Wadia of our Direct Mail Department will be happy to meet with you and your People for further specifics and possible Program finalization.

Regards,
Nick Kuruc
G. N. Kuruc, Jr.

51847 1386